



*This project is helping to enhance management of the San Joaquin River so it can be enjoyed for generations to come.*

## **Purpose**

To improve watershed planning and management along the San Joaquin River by building local community capacity.

## **Project Goals**

- Gauge the level of public awareness and interest in San Joaquin River related issues.
- Conduct a balanced outreach program to increase awareness and provide public information on the San Joaquin River and watershed activities.
- Measure the success of the outreach program.
- Identify approaches to improve stakeholder awareness and participation in San Joaquin River watershed management.

**Award Amount**  
\$373,875

**Watershed**  
San Joaquin River Watershed

**County**  
Fresno and Madera Counties

**CALFED Region**  
San Joaquin Valley Region

**Legislative Districts**  
US Congress: 19  
State Assembly: 25 and 29  
State Senate: 14

## **Benefits to the CALFED Program**

*The Ecosystem Restoration Program Plan (ERPP) states that the ecological integrity of the San Joaquin River is critical to the ecological health of the Bay-Delta system. The ERPP vision for the river includes increased streamflows, reduction of salts and other contaminants, and maintaining a diverse, self-sustaining riparian zone. Achieving this vision is largely dependent upon the landowners and residents living in the San Joaquin River Watershed. This project increases public awareness of the dynamics of the San Joaquin River and watershed processes and increases support of improved watershed management. This project provides multiple benefits, including improved habitat and water quality, and forms the foundation needed to make improvements in the health and productivity of the San Joaquin River Watershed.*

## Project Overview

Although interest in restoring the San Joaquin River is increasing, there remains a lack of public awareness and understanding of the watershed. This project provides important baseline data on public awareness of San Joaquin River watershed issues to enable local watershed groups and government agencies to identify and collaboratively address issues of common concern.

The project has four phases. The first phase includes conducting a poll, in both English and Spanish, in a geographically representative area of the watershed, to gauge the level of public awareness and interest in San Joaquin River watershed issues. The second phase is the development of a multimedia outreach program to increase awareness and provide public information on the San Joaquin River, CALFED Program, and watershed activities. The program includes signage, radio, television, and printed brochures. The next step is to conduct a second poll to measure the success of the outreach program and provide a feedback loop for further action. Results of the tracking survey will be evaluated and presented in a report. Lastly, the fourth phase includes providing a media training session to assist San Joaquin River Management Program members in understanding the key watershed messages that have been developed as part of the project and to practice clear and effective communication.



*Education of the public on water-related issues is crucial to bringing balanced planning to the San Joaquin River.*

## Contact Information

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